

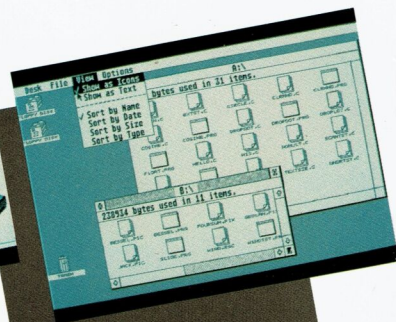
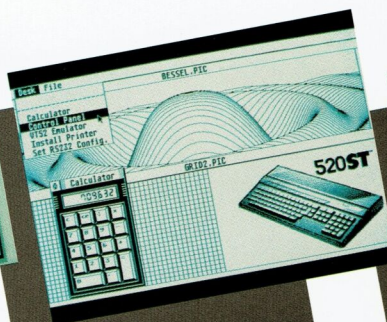
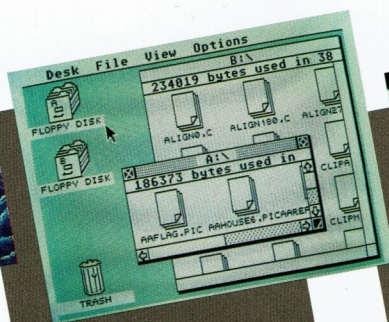
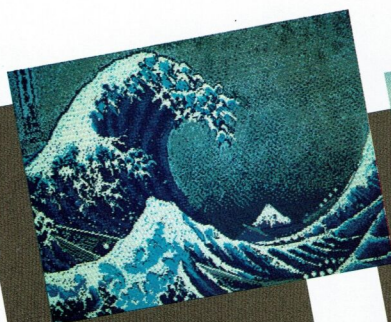
S P R I N G 1 9 8 6

The
New

ATARI

The 5

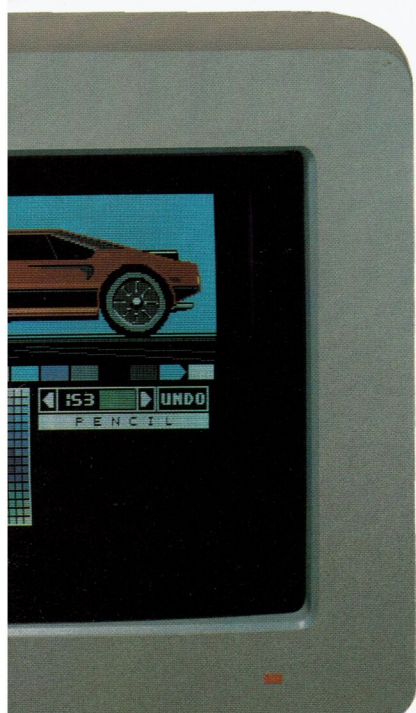
After only 6 months on the market it is already the best selling computer in Europe and the hottest new personal computer in the States.



N C E C O M P U T E R S

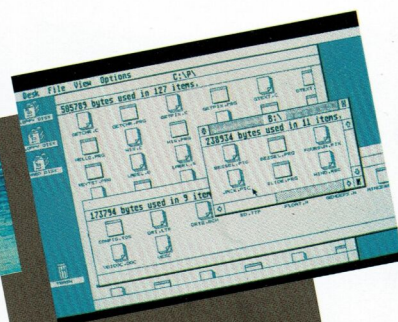
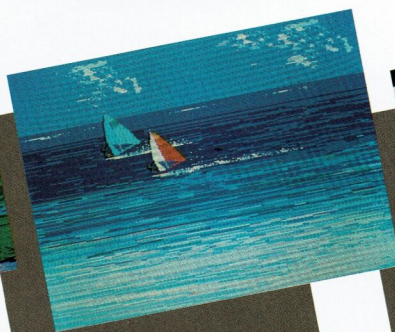
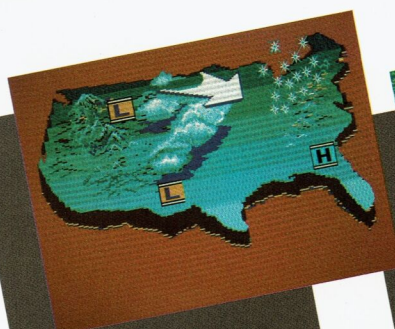
20 ST™

POWER
WITHOUT
THE PRICE.



A natural trade-up for people outgrowing their smaller computers, the 520ST offers amazing graphics, high speed performance, a full keyboard with every function imaginable, and complete expansion capabilities. And a library of top quality software that grows and grows.

The ST system is available bundled with drive and monitor, or separately to give you just the right package for your customers. At this price and with these features, the ST is certain to be the hottest personal computer value of the year.

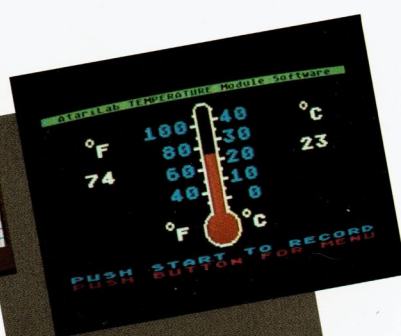
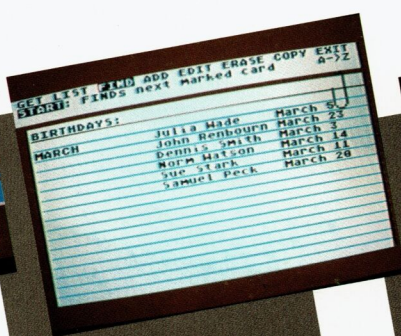


P O P U L A R P R I C E

The XE

Perfect for the starting computer owner is the Atari XE computer line. Featuring a huge software library, many compatible add-ons, and proven performance.

The 65XE is a great low-priced starter system, retailing for less than \$100. The system is fully expandable so you, the retailer, can take advantage of additional sales for printers, disk drives, modems, and software as the consumer learns computing.



E D C O M P U T E R S

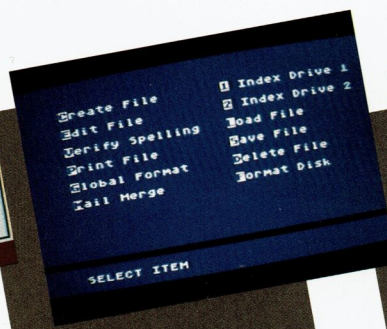
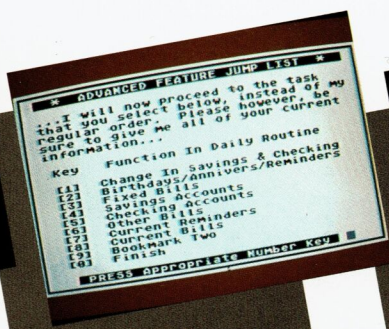
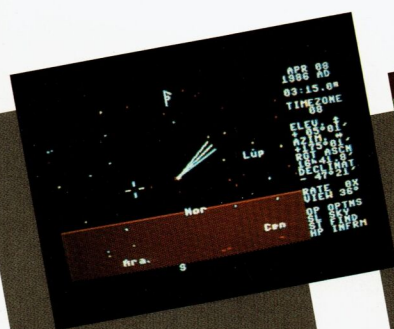
ETM Line

POWER
WITHOUT
THE PRICE.

The **130XE** is a more powerful trade-up system. Atari offers this to you separately or as part of a very attractive bundle, complete with disk drive, printer, and 5 software programs at a \$399 retail price point.

We do it all for you, to help sell these systems through. Four color packaging includes all that the consumer needs to know. Store personnel spend a minimum amount of time selling as the system sells itself.

The XE systems are a great profit and sales opportunity.



2600™

The 2600 System

The world's best selling video game is more attractive than ever at its new under-\$50 retail price. Over 20 million units are already in people's homes and millions more continue to be sold each year. The home videogame business never really went away—and Atari is supporting it 100% once again.

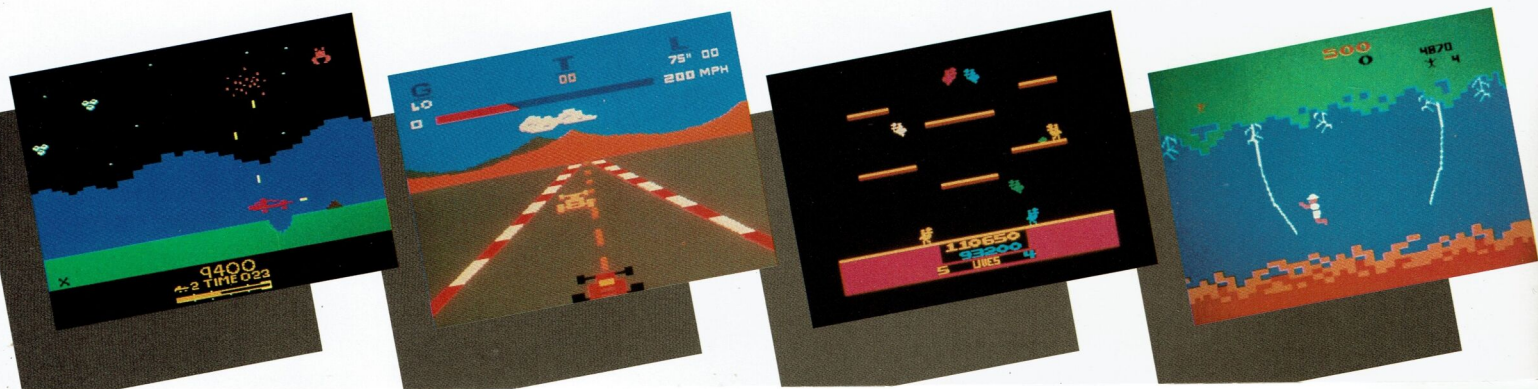
The huge installed base creates a growing opportunity for after-market sales of software. New titles are on the way from major names like Atari and Activision. The latest arcade hits are once again coming for the 2600.

The 2600 has now been cosmetically re-designed for a more compact size that consumers will love. With a new box complete with carrying handle that gives this unit portability in keeping with its small size and light weight.

Promotion and major media support is sure to generate continued consumer awareness to insure that the buying public takes advantage of this fantastic value in family entertainment.



ATARI VIDEO GAMES—THE BEST



7800™

New 7800 System

Now, a true state-of-the-art video game system at an extremely low price point will mean big volume and profit opportunities for you. The new 7800 system has superb graphics, life-like animation and high quality sound effects. Add to this, a strong software library of licensed and original titles and you have the perfect "trade-up" product for your 2600 owners.

Besides the high resolution 7800 software titles, the console also plays exciting 2600 software

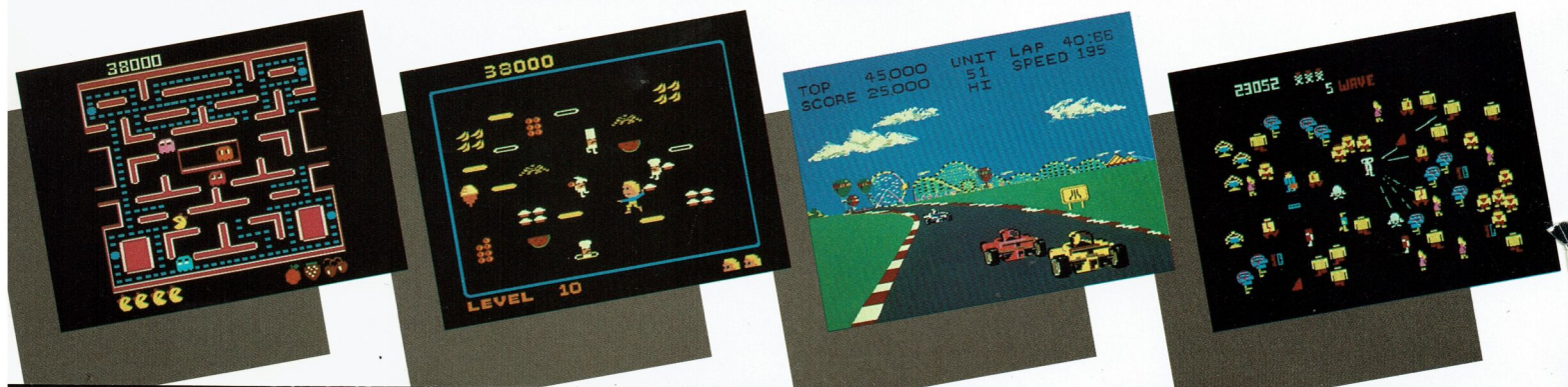
from Atari and other video game suppliers—no adapter required. This gives the 7800, by far, the largest software library for any video game system.

Atari continues to license the hottest game titles and translate them for this exciting system. Packed with the 7800 is Pole Position II, a best-selling arcade title exclusively available for the 7800.

The Atari 7800 video game system—the perfect trade-up product for over 20 million 2600 owners past and present. Stock this winner and watch your sales soar!



LOW-PRICED FUN IN THE WORLD.



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